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FEB 13 1958 2

I would be shocked out of my shoes if my old employer would stoop to this kind of competition. BUT, I know you won't.

ROY C. GAMBLE

Boy

LAWYER

14340 GRANDMONT STREET

DETROIT 27, MICH.

February 11 1958

Mr. Sam O'Connell, President,
Sam's, Incorporated,
380 Bates Street,
Detroit 26 Michigan.

Dear Mr. O'Connell-

I was amazed - and really incensed when I saw your full-page ad in Sunday's Detroit News, stating that your stores would be open for business on Sunday, Feb. 9, 1958. Mr. O'Connell I believe that will be a black day in the history of Sam's, Incorporated. You are setting a very bad precedent in the department store business, which, I firmly believe, you will regret.

Small Grocery stores have been keeping open on Sunday to take advantage of the forgetters - those who failed to make their purchases on legitimate shopping days. Following their example, during the last year or two, some of the large chains have opened up on the pretext they had to do it 'to meet competition'. These firms now regret what they have done, and are seeking to devise means whereby they can close on Sunday, and still save their face. Incidentally an advertisement to that effect appeared on the opposite side of the sheet carrying your ad above referred to. This firm admitted that every store that keeps open on Sunday is helping to make Sunday a day of business and to make it cease to be a Day of Worship. Your firm is not keeping open to meet competition, but you are setting a horrible example whereby other department stores may feel driven to follow your example, 'to meet competition'.

Mr. O'Connell, the autobiography of your deceased brother, appeared in Detroit papers a few years ago. I read it with interest. He told of coming to this country, a poor boy, and how he and you prospered, through the kindness of the American people; typically an American success story. NOW, JUST A SHORT TIME AFTER HIS PASSING, you are setting out to break down the one day of the week, traditionally set aside by the American people to worship God. By so doing, you are depriving your employees of the privilege of using that day for worship, AND, you are encouraging careless, irreverent people to stay away from church services to take advantage of your bargain.

I believe you are making a mistake, both from a business standpoint, and from the standpoint of breaking down a long established religious custom in America. Would you wish to be responsible for all of Detroit's downtown stores keeping open on Sunday? (It wouldn't be a particularly good reputation to have) Who would benefit? Kresge, Hudson's, Crowley-Hilner, Sigsbee, Bonds, Richman Brothers, Ewing and Woolworth would have just as much excuse to keep open on Sunday as you have, but I hope, and am confident, they will not do so. See the

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